PARLIAMENT PACKAGING

Recommended Pack Rationale:

- Communicates strength, full flavor and smoothness
- Differentiates from Lights packaging while maintaining look of Lights packaging
- Lessens perception of brand's low tar and feminine "baggage"
- Is appealing and relevant to YAM's and YAF's
  - Contemporary and Young Adult
  - Smooth
  - High Quality
- Full pack coloration with contrasting rich deep blues liked and needed
  - Appropriate and appealing for FF Parliament
  - Richness compensates for a lightness perception inherent in blue (as opposed to red for FF)

Concern with Addition of White:

- Lessens strength/flavor communication
  - Low tar and feminine baggage
  - Lightness inherent in blue
- Lessens quality perception
- YAS appeal

Production

Blue Packaging Examples:

- American Spirit
- Gauloises Blonde
  - #1 in France
  - Also popular in Switzerland, Germany
- Gitanes Blonde
  - Popular in Argentina and France
- Horizons
  - Australia
- Ariston
  - Newly launched in EEMA
- Memphis Blue
  - Newly launched in Austria
- Rothman's One
  - Newly launched in Italy
- Pall Mall Lights
  - Central and Eastern Europe
- Royale
  - France

2071196623

Source: https://www.industrydocuments.ucsf.edu/docs/syjn0004